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Research Article

Planting and Sowing Seeds of Hope: A Case Study on the Resonance of Tagline to Learners

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ABSTRACT

This research aimed to identify the resonance of the tagline on the students of Ignacio B. Villamor Senior High School. The researchers utilized the case study as the method of the study. The participants of the study are students-at-risk of dropping out, SSG students, and honor students in second quarter of S.Y. 2020-2021. There are 108 students who became the participants of the study. To gather data, the researchers used purposive sampling in the study. It is a non-probability sampling. The researcher identified common codes, categories, and themes. Aside from these, the researchers included statements of the participants of the study; but, their names are not identified to maintain confidentiality. The researchers proposed an organizational action plan based on themes emerged from the study.

Keywords: *Hope, Organizational Action Plan, Seeds of Hope, Tagline*

Introduction

Education must be the hope of students to have a better future.

Quigley (2018) writes that Manila struggles with crime, overpopulation, and pollution. There are estimated to have one to ten Filipinos who are out of school in 2018. They have not gained employment and they have not finished college or post-secondary courses.

Ignacio B. Villamor Senior High School, which is located in Sta. Ana, is one of the 16 districts of Manila. There are 48 students who are at-risk of dropping out at Ignacio B. Villamor Senior High School in S.Y. 2020-2021.

Through the modular home study program of the school, the students who are at risk of dropping out were given hope to graduate senior high school. These students are previously dropped out students, irregular students from private schools, sickly students, pregnant and nursing women, and working students.

Aside from these students, students who are considered to be leaders and achievers must also be given hope that despite their poor economic status, they can still be given hope to rise above the social ladder.

The main goal of senior high school is to prepare students for work, livelihood, and further education. For leaders and achievers in school, the school hopes that they continue to

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strive to further their study or create a business of their own or further their education in college.

The study of Jaschik (2018) revealed that federal aid to low-income students offers economic payoff to the country. In addition, this study revealed that low-income students financial aid is the key to college and without it, higher education is impossible.

The tagline, "Hope starts here" emerged on August 2017. This research was conducted to study the resonance of the tagline based on the perspective of the students.

This research would like to zoom in the lives of the participants who became the inspirations of the principals and the middle level leaders in coming-up with the tagline. Aside from the creation of the school tagline, the researchers would like to plan other programs which are anchored on the tagline.

This study aims to identify the resonance of the tagline on the students of Ignacio B. Villamor Senior High School. Specifically, this study sought to answer the following sub problems:

1. What is the meaning of hope to the students of Ignacio B. Villamor Senior High School?
2. What is the resonance of the tagline of the Ignacio B. Villamor Senior High School to the students?
3. What programs, which are anchored the tagline, may the researchers propose?

Methodology

The following presents the sampling/sources of data, preparation, administration and retrieval of the study.

Sampling/Sources of Data

The researchers utilized nonprobability sampling and purposive sampling.

DeCarlo (2021) defined nonprobability **sampling** as a sampling technique for which a person's likelihood of being selected for membership in the sample is unknown. These projects are usually qualitative in nature, where the researcher's goal is in-depth, idiographic understanding rather than more general, nomothetic understanding.

Crossman (2020) defined purposive sampling as a non-probability sampling method and it occurs when "elements selected for the sample are chosen by the judgment of the researcher.

There are 108 students who were the participants of the study. The participants of the study are modular home learners, SSG students (as representatives of regular students), and honor students in second quarter of S.Y. 2020-2021.

Data Collection

In order to obtain data from this study, the researcher-made questionnaire was utilized as the main instrument of the study.

The primary instrument used in gathering qualitative data was in the form of structured questionnaire. The learners defined hope. They listed their associations in the tagline, Hope Starts here. They narrated their stories on how people and/or school inspired them. Lastly, the researchers asked about their dreams and how can the school guide them in achieving their dreams and give hope to them.

The following procedure was followed in data collection.

Preparation. The researchers created a questionnaire by researching topics and reading related to the topic of the research. The researcher aligned the questions to the statement of the problem of the research. **Validation.** Questions that were written in the questionnaire were validated by experts. Based on the suggestions made by the experts, the questionnaires were revised. The changes based on the comments were incorporated in the final copy of the researcher-made questionnaire.

Administration and Retrieval. After securing the parents' permit, the researcher-made questionnaire was administered through the use of Google Forms. The forms were forwarded by the advisers to the participants. In retrieving the answers of the participants, their identities were not disclosed. After the administration and retrieval of the questions, the data gathered were analyzed through identifying codes, categories, and themes. In addition, direct statements were lifted from participants; but, their identities were not revealed. These statements were also translated.

Results and Discussion

This chapter presents the discussion of findings/results and recommendations of the

study. This findings/results of the study were itemized based on the order in the research problems.

Table 1. *Meaning of Hope to the Students*

Themes	Categories	Codes
Definition of Hope	Source of Hope	God, country, family, love ones, something or someone you rely on, the school
	State of Mind and Feeling	power to believe, habit of positive thinking, optimism, happiness
	All About the Attitude	responsibility, hardwork, self-trust, determination, faith, self-reliance
	Moving on from the Past	chance to change, progress in life, inclusive education, another opportunity in life
	Will to Live in the Present	will life to the fullest, learning from trials, never giving up
	Brighter Future	achieving goals/dreams, help the family progress, wish fulfilment

All of the participants agreed that hope is essential for them, except for one who said that he doesn't think about it too much.

They defined hope as a source of hope, state of mind and feeling, attitude, moving on from the past, will to live in the present, and a brighter future.

It can be observed that students associate hope to people, attitude, and time (the past, the present, and the future.)

Synder (2021) defines hope as a positive motivational state that is based on an interactively derived sense of agency and pathways.

Synder (2020) as cited in Houston (2020) defined hope as a prism that sends shards of light in different directions. It lifts the spirits and makes people think of what is possible.

Hope Grows Editor (2019) illuminated that hope is usually associated with dire situation. Hoping is the key to making everyday life better. It makes the present hardships easier to bear. Children who grew-up in poverty who had letter on succeeded in life had one thing in common- hope. Hope involves planning, motivation, and determination to achieve what one is hoping for.

Stanford Encyclopedia of Philosophy (2017) explained that hope is not just an attitude that has cognitive components. It is also responsive to the possibility and likelihood of future events.

Widmer (2019) explained the purpose of the tagline is to create positive, memorable phrases that sticks in your customers' heads and helps them identify brand and the marketing message. These are the five tips in creating successful taglines. First, keep it simple. Second, give it meaning. Third, clarification is the key. Fourth, focus on the benefits. Lastly, tell a story.

For the resonance of the tagline to the learners, these are the answers of the students.

Participant 52: Think. Learn. Dream.

Participant 56: New Hope

Participant 35: Educators are guide

Participant 44: The school

Participant 15: Good Manners and Right Conduct

Participant 21: Motivation

Participant 58: Community of Filipino who dream to rise above the social ladder

Participant 100: Hope of Students at-risk of dropping in school

The tagline is associated by the students in dreaming, educators, the school, attitude, motivation, community, and students at-risk of dropping out in school.

Pope (2021) explained the three importance of taglines. First, it describes what

company does. It can convey a benefit of a service on a market position. It can attempt to convey an emotion or aspiration.

Gunelius (n.d.) said that to come up with a list of potential taglines, it is not the company which will choose the tagline. The customers and the potential customers should make decision. The taglines must be presented to the consumers so they can provide their thoughts, feelings, and reactions. The tagline that the company is think is so clever might not communicate anything of value to the customers.

Eisenach (2019) defined a school tagline as a short, memorable description that hopefully

becomes public earworm, getting stuck in people’s brain. It offers information that can be easily remembered. It should leave the audience understand the bigger picture and leave them enticed and wanting more.

Tigchelaar as cited in Eisenach (2019) advises schools to clearly communicate what is unique about the school and differentiates the school down the road so that you stand out and are top of the mind. A good tagline or positioning statement should reflect the brand’s promise and immediately resonate with prospective parents as well as the existing ones.

Table 2. *Programs Related to Hope Starts Here Tagline*

Themes	Categories	Codes
Programs for the School	Quality Education	exploring strands, hands-on experiences, remedial learning, high calibre teachers
	Seminars	seminars for teachers, waste segregation, learning in the New Normal, personal development
	Organization	talent, skills, passions, students-at-risk of dropping in school
	Educational Leadership	scholarship, lend/free learning materials, conducive area for learning
	Guidance and Counselling	home visitation, college readiness, open forum, and counselling

The school may plan capability training even for teachers. One topic was about teachers as role models of their students. Suggested topics for student seminars primarily focus on personal development. Topics include self-motivation, sex education, drug addiction, team building, preparation in independence, anxiety, depression, and attitude in particular truthfulness.

In an organization, students specify the name of the club which is Courage group wherein students will learn how face challenges. Organizations must focus on building self-confidence and communication skills. A student specified his dream for the school to focus on improving love for drawing.

Many of the students write about financial aid specifically scholarships. Other than that they request for free instructional materials like free load for internet connection and school may lend gadgets with load to students.

For guidance and counselling, they suggested open forum through online kamustahan. For motivational talk, students listed topics like stories of rags to riches stories, importance of dreaming and reaching dreams, and significance of studying. They listed mediums like podcasts and video documentary.

Aside from these, some students answered that they cannot think of programs that the school may offer. Additionally, some said that the school has already done enough for the students and it is up to the students to live a life of hope.

9 *Features of A Successful Educational Program*. (2017) listed tips like increasing knowledge, imparting knowledge, focusing on hands-on experiences and applications, personality development, developing passions, enhancing social competencies, enhancing inventiveness, and developing skills.

Conclusion

Based on the significant findings, the following conclusions were driven.

1. Hope is perceived by the participants as a source of hope, state of mind, and attitude. It is also moving on from the past and will to move on for a brighter future.
2. The programs that participants propose are about quality education, seminars, organizations, educational assistance, and guidance and counselling.
3. The goals of the organizational strategic plan are increasing the understanding about the programs, increasing organizational involvement, and creating for stakeholders to evaluate the programs.

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